

PRACTICAL HOME PAINTING POINTERS!

SHERWIN-WILLIAMS

Fort Worth Store

Third at Throckmorton Streets

Phone: 2-7111

A colorful illustration depicting various home painting projects. In the top left, a man in a yellow shirt and brown pants is painting a window frame while kneeling on a wooden platform. In the top right, a man in a light blue shirt and a white cap with 'SWP' on it is painting a red wooden deck. In the middle left, a man in a blue shirt and white overalls is painting a white wall. In the middle right, a man in a light brown shirt is painting a white wall. In the bottom left, a woman in a blue and white striped shirt and a brown skirt is painting a red wooden chair. In the bottom right, a man in a light blue shirt and a white cap with 'SWP' on it is painting a wooden wall. In the bottom center, a man in a light brown shirt is painting a wooden wall. In the bottom right, a man in a brown suit is showing a color chart to a woman in a blue dress and a red hat. The central text 'HOME PAINTING HANDBOOK & CATALOG' is overlaid on a white rectangular background.

HOME PAINTING HANDBOOK & CATALOG

PAINT NOW... AND SAVE THE THINGS YOU WOULD OTHERWISE REPLACE!

PAINT UP— BRIGHTEN UP



AFTER WAR BONDS,
THERE IS NO BETTER
INVESTMENT THAN PAINT

SAVE THE THINGS YOU CAN'T REPLACE



BASEMENTS

A bucket of paint can create an extra room for you in the basement. If the outside walls get damp periodically use S-W Bonding Cement Paint. On good dry walls use Kem-Tone. Normally one coat covers over brick, stone.



EXTERIORS

SWP House Paint does not roughen with weather. Dirt and grime wash off same as on Kitchen woodwork. It resists sulphur discoloration from coal smoke which blackens old fashioned paint.

In industrial areas with heavy coal smoke, use SWP Fume Resisting White.

Use S-W Brick and Stucco paint for a dull finish. Trim-Brite Colors give sash and shutters style and beauty that is lasting.



WOODWORK

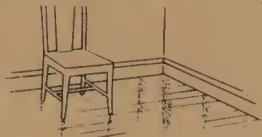
Shabby, dingy woodwork makes gloomy rooms—change to enamel and enjoy the transformation. Your S-W Dealer has Flat-Rite Undercoater, Enameloid and helpful suggestions to make the change over successful.



CEMENT WALLS

S-W Bonding Cement Paint sets like cement, bonds to

porous masonry surfaces and helps prevent crumbling and dusting. Comes in white and colors to brighten up dingy cellar ways. Not affected by dampness, but not recommended over wood, oil paint or glazed tile.



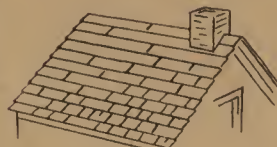
FLOORS

The toughness of Marnot varnish gives your floors lasting beauty and protection. Flo-lac combines popular wood colors with varnish to freshen up discolored floors without hiding the grain. Worn linoleum and soft wood call for S-W Floor Enamel. Waxing floors periodically is the easiest way to keep your floor looking its best.



SAVE YOUR BRUSHES

Brushes, like rubber tires, are irreplaceable. Use them carefully. Clean immediately after using. Take hard brushes to your S-W Dealer to reclaim. He can rent you a good brush. See helpful suggestions Page 9.



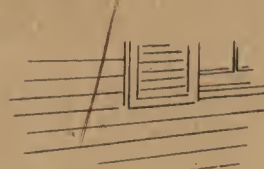
SHINGLES

For wood shingles the preservative beauty treatment is SWP House Paint thinned, as directed, with linseed oil. Use S-W Ebonol or Liquid Roof Cement on composition roofing, gutters and valleys.



FURNITURE

S-W Enameloid works wonders with both wood and metal furniture—and inexpensively, too. Comes in white and your favorite colors. Stands hard usage. "Paint brush remodeling" we call it. Worn, varnished furniture "comes back" miraculously with sandpapering and Marnot Varnish. Use Flo-lac to restore faded stains or to match light oak with Walnut and Mahogany.



SIDING

Sun and rain weather different sides of a house more severely, depending upon the exposure. That's why SWP Undercoater is needed to restore a uniform foundation for the finish coat of SWP House Paint. Repair gutters and putty up cracks before painting—this will prevent paint peeling troubles.



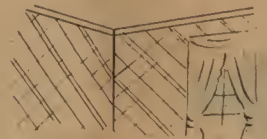
INTERIORS

Keep rooms brighter, lighten housework by insisting upon washable paints. Style with color—make rooms look warmer or cooler, larger or cozier. Kem-Tone covers practically all wall surfaces—even wall paper.



PLASTER

Paint all types of plaster with Kem-Tone—smooth, or sand finish and textured (not suited for hanging wallpaper) Gloss or flat oil paints require first coat Wall Primer and Sealer. Repair cracks and broken plaster before painting.



WALL PAPER

No need to remove wallpaper when you paint with Kem-Tone. Make sure paper is tight to wall, fasten down loose edges. Remove wallpaper before applying Flat-Tone, Semi-Lustre or Interior Gloss. Semi-Lustre is better in kitchen and bath than Kem-Tone.



PAINT IS AVAILABLE

Now's the time to catch up on your painting. Paint is not on list of critical materials. F.H.A. urges home owners to do needed painting without delay.



PAINTERS CAN BE LOCATED

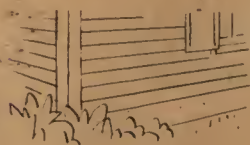
We are cooperating with Government agencies. Through constant contact with leading master painters, we can help you locate a reliable painter.

WHERE TO LOOK TO SEE IF YOUR HOUSE NEEDS PAINTING



SASH

Remove broken putty, prime the bare wood and let dry overnight. Then apply good linseed oil putty. After hardening for a week, promptly paint all putty with SWP, *right up to the glass*. Paint the bottom edge of sash (frequently neglected) and putty up all cracks around the window sill and joints where the siding meets the casing. Keep moisture from soaking into the wood because it causes paint to peel.



SIDING

When paint peels, don't give up until you find the leaky gutter, faulty flashing or open joint where water is getting in. Always apply the putty *after* the priming coat.



GUTTERS

Gutters clogged with leaves and leaking rusty water, streak the house and frequently cause paint to peel. Keep them cleaned out and paint with Ebonol. Repair holes temporarily with a piece of tin held in place with S-W Liquid Roof Cement. Use S-W Elastic Roof Cement around chimneys and leaky roof flashing. Make heavy galvanized screen strainers to fit downspouts where leaves accumulate readily.



WOOD SHINGLES

Wood shingles have remarkably long life on roof as well as side walls if treated periodically with stain made with SWP House Paint thinned as directed with Linseed Oil. Well painted shingles are fire resistant, as well as good to look at.



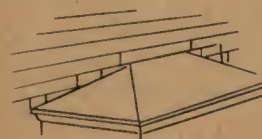
RAILINGS

Failure to paint railings soon rusts out nails, opens up joints and weakens the structure. Don't let an accident occur at your home for the lack of painting porch railings. Use SWP and enjoy both safety and a good looking porch.



SHUTTERS

S-W Trim-Brite Colors are really very special! Their enamel-smooth finish sheds weather like a duck's back. It's very easy to apply these sunfast colors. Be careful to cover all edges. Putty and cover all openings and your reward will be an attractively styled house long after ordinary paints look like faded overalls!



FLASHINGS

It is most important to have proper flashings over doors and windows, otherwise water gets behind the siding and casings causing paint to peel. Where flashing is defective fill openings with Glaz-Kalk. Flashings joining porch roofs to the house should be replaced by a carpenter if defective. Rusted flashings should be carefully sandpapered and painted. If broken through around chimneys, etc. repair with Elastic Roof Cement.

ANSWERS TO YOUR HOUSE PAINTING QUESTIONS



HOW OFTEN SHOULD I PAINT MY HOUSE?

That depends upon (1) local climatic conditions (2) quality and color of paint used (3) the skill with which it is applied. Under average conditions a house painted by a reliable painter with quality paint will last 4-5 years.



WHAT SEASON FOR HOUSE PAINTING?

Paint when weather continues warm and dry between 50° and 85°. In early spring and late fall, however it usually is not safe to paint before 10:00 A.M. or later than 3:00 P.M. Don't paint if frost or fog are expected during the night. Avoid periods when the air is full of dust or insects.



HOW MANY COATS OF PAINT?

New houses - 3 coats
SWP Undercoater 2 coats
SWP 1 coat.
Repeat jobs - 2 coats
SWP Undercoater 1 coat
SWP House Paint 1 coat
House paint applied over a porous surface without priming is robbed of its oil and weathers prematurely. A house properly primed will greatly outwear the paint job where priming is omitted for a quick one-coat job. Follow directions carefully.

STYLING COLUMN



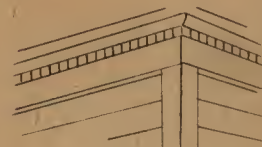
TALL HOUSES

A tall, narrow house appears lower when the upper body and roof are painted in colors considerably darker than the lower part. Avoid trimming vertical lines, such as corner boards in different color than body paint.



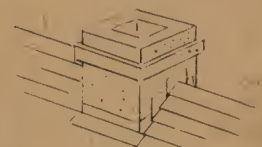
SMALL HOUSES

Small houses need simple one-color painting in light expanding tints. Reserve trim colors for shutters or possibly the door. Keep roof color light in tone.



WHAT COLORS?

Surroundings and proximity of nearby dwellings have important bearing also style of the house. Let the S-W Paint & Color Style Guide loaned by your S-W Dealer, help supply suggested ideas. Both white and colors in SWP are truly beautiful.



CHIMNEYS

Dark brick outside chimneys frequently "cut the house in half" and are better painted with Brick and Stucco paint in white or light tint. On center chimneys, painting is optional.

Safeguard *your biggest and*

BE SURE TO BE SAFE—USE SHERWIN-



TWO STEPS TO A BEAUTIFUL HOUSE PAINT JOB



STEP NO. 1

The different sides of a house weather more severely depending upon their exposure.

"Uniform" the surface with SWP Undercoater 450 to make a perfect foundation for



STEP NO. 2

Protect and beautify the house with SWP House Paint.

SWP Undercoater 450 and SWP House Paint are the perfect combination for the Ideal House Paint Job.

THE BEST PROTECTION AND BEAUTY INSURANCE YOU CAN BUY... *SHERWIN-* *WILLIAMS*

"More homes are painted with SWP House Paint than with any other brand." It is the best buy in home protection and beauty because it gives true economy, rich beauty and above all, greatest protection possible. Its special pigment formulation resists atmospheric discoloration. Where fume conditions are particularly severe, use SWP Fume Resisting White No. 436.



**"UNIFORMS" WEATHERED
HOUSES**



**PERFECT PAINT
FOUNDATION**



**ORDINARY PAINT
DISCOLORS**

"MORE HOMES ARE PAINTED WITH SWP THAN

best investment... **Your Home!**

WILLIAMS FAMOUS SWP HOUSE PAINT



AFTER



SWP HOUSE PAINT

SWP protects your property investment through its resistance to the destructive forces of sun, rain, heat and cold. It is economical because it has honest, scientific film building ingredients. It takes fewer gallons—actually costs less—*on your house*—than cheap paint. SWP will still be on the job protecting and beautifying your home long after cheap paint has gone to pieces.

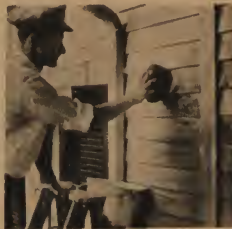
**IT'S AMERICA'S
MOST
WIDELY-USED
HOUSE PAINT**



**SWP RESISTS
DISCOLORATION**



TRUE COLORS



SWP IS WASHABLE



LASTS LONGER



**BEST BUY IN
HOUSE PAINT**

WITH ANY OTHER BRAND OF HOUSE PAINT"

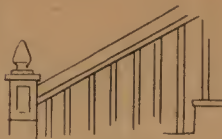
HOW TO STYLE YOUR HOME WITH COLOR AND PAINT



FACTS ABOUT THE SHERWIN WILLIAMS PAINT & COLOR STYLE GUIDE

- 1 THE THREE S-W Paint & Color Style Guides are the largest color photography books in printing history.
- 2 They're four feet long when open - no more trying to choose paint colors from tiny sample cards.
- 3 The Guides show interiors in all sections of the country and from all price classes.
- 4 Shadow plays tricks on colors. By photographing all rooms in natural colors, the Guides show how colors look on flat surfaces, in nooks and crannies.
- 5 Scores of decorators, color experts, color photographers and master painters pooled their efforts to produce the Style Guides.
- 6 Many of the rooms and homes shown were photographed in Palm Springs, California's famous movie resort - others in typical American homes in small towns.
- 7 "Paint brush remodeling" to make old homes new, convert rooms for extra housing, renovate irreplaceable material - all these and more are shown with pictures in the Sherwin-Williams Paint and Color Style Guide.

**YOU CAN BORROW
A COPY FROM US
FREE OF CHARGE**



STAIR RAILS

Paint or stain stair rails dark to avoid constantly cleaning fingermarks. Mar-Not Varnish is a superb, tough finish for stair treads and rails. Floor Enamel resists wear and supplies clean-styled colors. A light waxing preserves fine appearance but too much wax causes slippery treads.



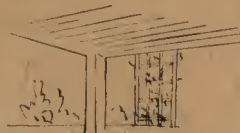
PINE PANELING

Soften the bright tone of pine paneling with S-W Oil Stain or S-W Flo-Lac varnish stain in your favorite color. Protect the surface for a dull-rubbed effect with a finish coat of Mar-Not Satin Finish.



GREY WALLS

Grey walls add a modern touch. With grey, you can use almost any other color. Grey does not hold other colors together, as do buff, cream, ivory. Grey appears lighter or darker, depending on whether pale or deep colors are used with it.



PORCH CEILINGS

Used on porch ceilings, SWP white brightens adjoining rooms - you'll notice the difference on dark days. Or try varnish - a very effective contrast finish for solid color porches. Wherever a varnish is exposed to weather, use S-W Rexpar.



BRIGHT ALCOVE COLORS

Key an alcove color to a bright accent shade used in a room. In dining rooms,

select the color from china or fabric. Accent an alcove in a wall-papered room by painting it. In a plain room, apply a Kem-Tone Trim.



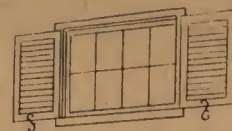
PAINT AND WALLPAPER

Both these wall coverings mix well. Newest trend is three plain painted walls, fourth wallpapered. Choose wall behind a bed to accent with wallpaper. Use large-patterned papers sparingly except in large rooms.



CEILING WITH BEAMS

Often a very fine decorative effect can be gotten on a beamed ceiling by using a second color on the beams. In a playroom for instance, a Flat-Tone White ceiling with Blue or Rust colored Flat-Tone beams would be attractive. In a living room two soft shades of Kem-Tone Green would add charm to the whole room.



SHUTTERS

Shutters can be painted almost any color with SWP or S-W Trim-Brite. They can be a slight change or they can be a vivid contrast. Though green still remains the favorite shutter color, reds, blues, slate greys and even blacks have greatly increased in popularity within the last few years.



SURROUNDINGS

When you paint your house with SWP be sure to take your surroundings into consideration. If your yard is highly colorful with bright flowers and gay foliage, don't use too much color on the house. If the yard is simple and spare in trees and shrubs the house can often be gayly painted to add to its attractiveness.



WALLPAPER

Wallpaper is one of the decorator's greatest helps. But too often lived-in rooms beautifully papered, acquire a confusion of patterns as figured slip-covers, books knick-knacks are added. Paint right over wallpaper with Kem-Tone.



ONE WALL COLOR

Add a focal point of interest to rooms that are squarish, uninteresting in shape, by painting one wall in a darker color. In living rooms, concentrate this color on fireplace wall . . . in bedrooms on wall at head of bed.



CONVERTING BASEMENTS

Convert basements into game rooms, comfortable dens with paint. Be as gay and original as you like. Use Kem-Tone for walls and ceiling.



BRIGHT ROOFS

One of the principles of decorating is to avoid the use of dark colors in large areas. That's the reason for the trend toward bright roofs, those that are not in too sharp contrast with house paint color.



GREETINGS!

The reception hall expresses your friendly greeting to the guest when decorated in the cheery notes of Kem-Tone on walls and the dainty styled stairway done in Enameloid and sparkling Mar-Not Varnish that's not afraid of damp overshoes.

YOU CAN BORROW **FREE OF CHARGE** AMERICA'S GREATEST COLLECTION OF COLOR SCHEMES!

Sit down with the Style Guide at our store and browse to your heart's content. Spend time as you wish, with or without assistance.



GIANT SIZE
THREE
VOLUMES!

The S-W Paint and Color Style Guide is over 3 feet wide when open . . . each page is over 2 square feet

in area! Its three volumes contain hundreds of full page, full color photographs. You feel as though you were actually stepping into all types of homes.



*IT'S ALMOST LIKE
STEPPING INTO AN
ACTUAL PAINTED
ROOM!*

OVER 3 FEET WIDE, OPEN

Each page over 2 sq. ft. in size with giant true-color Kodachrome illustrations.

AN EXCLUSIVE
FREE SERVICE

You can get all the wonderful decorative ideas in the Paint and Color Style Guide, free of charge with no obligation whatever. Any or all of these large volumes will be loaned to you to ramble through at your leisure. Or you can come to our store and study all the painting and decorating lore of America right here. Just phone or drop in—there's always someone to answer questions—no cost, no obligation.



Large color swatches complete the Paint specifications to show the actual color as it appears without shadow effects.



Ask us to lend the Style Guide to take home. Study and enjoy it at your leisure. This is a free service—no obligation, no cost.

**SHERWIN-
WILLIAMS**

PAINT AND COLOR STYLE GUIDE

YEAR 'ROUND PROTECTION FOR YOUR PORCH

STANDS HARD WEAR
PREVENTS WARPING, WOOD-ROT
WASHABLE
DRIES OVERNIGHT

SHERWIN-WILLIAMS PORCH AND DECK PAINT

This easy to apply, good covering paint really resists the spring, summer, autumn, winter wear your porch is bound to get. When porch paint wears away, water soaks into the wood—it warps, splits and decays. Well painted porches clean easily and keep dirt from

tracking into the house. Your neighbors see your porch—is it making a favorable impression? S-W Porch and Deck Paint dries overnight to a smooth enamel like finish and washes easily. Its colors are clean and attractive. One quart covers a porch 8x20 feet. There are six attractive colors.



SEE BACK COVER FOR OUR PRICE

YOUR SCREENS **MUST** LAST!

PROTECTS SCREENS
FOR MAXIMUM
WEAR AND LIFE



SHERWIN-WILLIAMS SCREEN ENAMEL

Now of all times your screens need painting to preserve both their beauty and their life. S-W Screen Enamel protects both mesh and frame. Even copper screens need protection to prevent ugly copper stains from washing onto your home. Wash the bronze screens and then prevent corrosion by protecting them with S-W Spar-Tite or S-W Rexpair Varnish, thinned with Exolvent to prevent filling the mesh.

S-W Screen Enamel will not clog the mesh! A little goes a long, long way. One quart of S-W Screen Enamel is enough for a six room house.

SEE BACK COVER FOR OUR PRICE

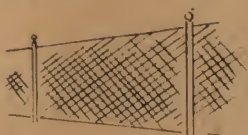


AROUND THE HOUSE AND GARDEN



WATCH WOODEN FENCES

Don't give ants, termites and dry rot a chance to undermine wooden fences. Treat underground part of fence posts with a wood preservative—creosote, for example. Then paint the fence top to bottom with protective colorful SWP.



PRESCRIPTION FOR METAL FENCES

Wire brush all surfaces to remove rust and scaling paint. Prime galvanized metal with S-W Galvite, iron or steel with S-W Kromik Metal Primer. Finish with SWP or S-W R&B Utility Paint.



RENEW WICKER FURNITURE

Paint transforms wicker furniture easily and quickly. Here's what to do: Scrub the furniture clean with a brush dipped in naphtha. Let dry and then apply quick-drying Enameloid thinned slightly with S-W Exolvent or turpentine.



DON'T NEGLECT TOOLS

Handles kept painted seldom check, crack or splinter.

Sandpaper carefully before applying Enameloid. Suggestion: Paint tools in various colors for quick identification. Borrowed tools come back when brightly painted!



SAVE YOUR SWINGS

Your glider is your last 'til Victory Day. Prevent warping of wood, rusting of metal by painting. Continuous exposure to weather may require seasonal repainting. Enameloid has your favorite colors. Keep bearing metal well oiled.



THE GARAGE IS IMPORTANT

It houses your unreplaceable car. Is yours a credit to your home and car? Painted with SWP House Paint it will be! Use S-W Liquid Roof Cement for flat roofs—SWP reduced for staining wood shingles. S-W Brick and Stucco Paint—if it's a masonry structure.



BE A BICYCLIST

Renew your pride of possession with Enameloid on the faithful bike. First scrub it all over with naphtha to clean off grease. Rub down with No. 0000 sandpaper then sit back and enjoy some real pleasure spreading that Enameloid.



BRIGHTEN UP METAL FURNITURE

Style your furniture each season with a new color of Enameloid. Rub rusted spots bright with sandpaper and enamel promptly.

BRUSHES— THEIR USE AND CARE



VITAL MATERIALS

Bristle—even reclaimed bristle—is a vital war material. The war has cut off our main source of supply, China. In addition, the Government needs 175,000 pounds of bristle for wool carding machines making uniforms and blankets. Here's how to take care of your brush:

TO CLEAN

Marvelac and shellac brushes clean in alcohol.

Oil paint brushes clean in Exolvent, turpentine.

Kem-Tone brushes clean in water. When paint is all loosened, shake out well and wash in hot soapsuds before putting away. Smoothen bristle and wrap in paper to keep clean while drying. Lay away flat.

Kem-Tone Roller-Koater cleans with water. Hang up to dry.



ALWAYS USE THE BROAD SIDE

Using the brush sideways wears the bristle unevenly. Spread paint with the brush in upright position using the tips of the bristle. Paint goes on easier, and more uniformly than when the sides of the bristle are used.

SOME IMPORTANT DON'TS

Don't leave a brush in water. Clean out after using.

Don't stand a brush on end. Curls bristles—lay flat.

Don't use same brush for painting and varnishing.

Always use a *Clean Brush*.



SPREADING HOUSE PAINT

Use the brush, scant-full, with a free swinging stroke—side to side—allowing the tips of the bristle to work the paint well into the surface. Avoid painting on cold, damp days. Don't paint over dew or frost on the surface or when fog or frost are expected at night. Wrinkling results.



HOW TO SPREAD SEMI-LUSTRE

Use plenty of paint so that it spreads freely, allowing brush marks to flow out. Spread each brushful, leveling the finish with light strokes by the tip of the brush, not necessary to use straight strokes—fan it out—free and easy.



HOW TO APPLY VARNISH

On wide surfaces, door panels, table tops, etc., brush three ways. First, longway of the grain with a full brush. Next, without loading more varnish, brush crosswise to cover all skips. Finally, with brush scraped fairly dry, stroke lengthwise again to pick up any excess varnish, to smoothen the surface. Use the tip of the brush, lightly.



DON'T OVERLOAD THE BRUSH

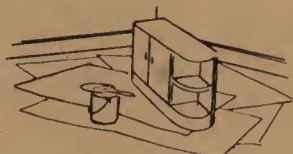
When painting, don't overload the brush. Use the paint can half-full. Dip the brush 1/3 its length. Tap against the inside wall of the can to remove excess paint. Don't scrape over the edge. This causes paint to collect, dry and put specks on the job.

HINTS FROM THE PAINT SHOP



UPSIDE DOWN

Turn chairs, tables upside down to paint. Do underpart and legs first. Apply Enameloid to legs, spindles, by brushing round and round. Finish long stretches by stroking lengthwise. Pick up excess paint in this way.



SPREAD NEWSPAPERS

Spread plenty of newspapers under and around piece to be painted. Have all your materials near at hand. Paint in a spot away from constant traffic by the family. Avoid dusting, cleaning in room until piece is dry.



USE A SHIELD

When painting floors, use a cardboard shield. Hold it against wall with free hand to protect that surface or baseboard. When varnishing, cover 4 or 5 floor boards at a time for a distance of about 4 feet. Grasp shield firmly.



TO DARKEN FLOORS

New hardwood floors may be darkened slightly before varnishing by using S-W Golden Oak Paste Wood Filler instead of a stain. Soft woods

will not "take" a filler. Use either S-W Oil Stain and varnish or S-W Flo-Lac, stain and varnish combined.



FILLER COLOR

For lightest possible finish on oak floors use Transparent Paste Wood Filler and white shellac.

For most beautiful, durable natural finish use Natural Paste Wood Filler and S-W Mar-Not Varnish.

With stained effects use S-W Golden Brown Paste Wood Filler and Mar-Not Varnish.



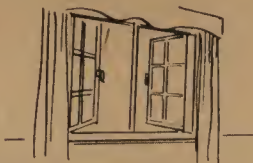
HIDE THE SURFACE

For a grained and varnished floor finish hide the old floor with two coats of Flo-Lac ground color. Sandpaper rough places smooth, of course. Use Flo-Lac Graining Preparation producing a wood grain effect, then finish with S-W Flo-Lac and Mar-Not Varnish.



ASPHALT TILE

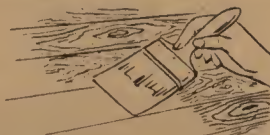
The safest floor covering for basement recreation room floors is asphalt tile. Ground moisture coming through cement floors makes painting hazardous. Brighten the colors and prevent dirt grinding into the surface by using S-W Prepared Wax or S-W self-polishing Flo-Wax.



OPEN WINDOWS

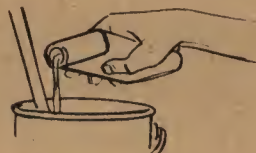
Open windows in clear dry weather after using Kem-Tone or other wall paints—ventilation helps drying. But use caution when varnishing or enameling a windy day blows in dust. Damp rainy weather slows drying. Better to keep windows closed and heat the room.

RIGHT WAYS TO PRODUCE BETTER FINISHES



THAT FIRST COAT

Often overlooked by the amateur is Flat-Rite Undercoater, the foundation coat for a finer enamel finish. It not only hides the old surface but levels the surface and holds out the enamel to a richer finish than can be obtained with enamel, alone.



WHEN TO THIN

Most paints are made ready-to-use at normal temperatures and over a sealed surface. In cool weather and excessively warm dry weather the addition of a slight amount of Exolvent thinner makes the finish spread freer. Stir thoroughly and in all cases follow directions on the label carefully.



SAVE THOSE DABS

Don't throw out or push aside left-over paint. Pour a layer of turpentine or Exolvent over surface and seal tightly. Next season it may be just enough for that touch-up job or for brightening an accessory, odd piece.



RECLAIMING OLD PAINT

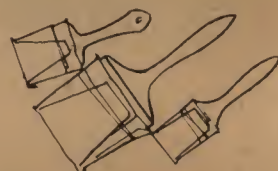
Just because left-over paint or varnish formed a rubbery

skin during storage, don't throw it out. Cut it with knife at edge of can, lift out, thin slightly, strain remainder through muslin. Add thinner to bring back to proper consistency.



ORGANIZE PAINT SHELF

A well-kept paint shelf usually means a well-organized home. Use glass coffee-jars or baby-food jars for left-overs, so you can see colors without opening. Or paint can covers with each color before you clean your brush.



BABY THOSE BRUSHES

Brushes are almost irreplaceable—take good care of them. Clean out in thinner after each use, then wash out in soapsuds. Rinse and if not clean rewash in fresh soapsuds. Shake water out of rinsed brush, smoothen the bristle, wrap in paper and lay flat to dry. Never leave standing in paint or in a bucket of water.



ROLLER-KOATER

You don't have to apply Kem-Tone with straight strokes. No brush marks will show, so you can roll the special applicator, the Roller-Koater, in any direction, and same goes when applying Kem-Tone with a brush.



STIR THOROUGHLY

All paints, enamels and dull varnishes should be stirred carefully before using. Be sure none of the pigment remains on the bottom of the can.

FROM A PAINTER'S NOTE BOOK



SANDPAPERING PLASTER

New plaster should not be sandpapered except very lightly to remove specks, etc. as this would create porous spots in the wall. If plaster patches are rough, they must be rubbed smooth with sandpaper on a flat block. These porous spots must be coated with Wall Primer and Sealer before painting the wall to assure uniformity of the painted finish.



FADED SPOTS

Sometimes in painting plaster walls certain spots may dry out light in color. This is due to greater porosity in those parts of the wall. The remedy is to coat the spots with Wall Primer and Sealer or with Kem-Tone, letting it dry thoroughly before painting the entire wall.



STIPPLED TEXTURE WALLS

Good decorators stipple the walls as they paint them in order to remove brushmarks and to impart that "expensive looking" stipple texture seen in high class decoration.

By applying Kem-Tone with the Roller-Koater a beautiful, natural stipple texture is produced without bother or expense.



WASH SHINY WALLS

Old painted surfaces frequently wear slick and smooth with use and repeated cleaning. Such walls cover easier and offer better adhesion for both oil paints and Kem-Tone when washed with a strong cleaning solution of washing powder to dull the sheen.



REPAIRING PLASTER WALLS

Clean out loose broken plaster. Cut out cracks down to the lathe, with a knife. Wet

the spot thoroughly with water before patching.

Fill with spachtling compound and seal with Wall Primer and Sealer, when dry.

In Kem-Tone rooms, mix ready for painting. Thicken some of this to a soft paste with spachtling compound and use to fill cracks and holes. Use a flexible broad knife wet with water to keep the patch damp while working it smooth. Finish walls with Kem-Tone as directed.



FLOOR ENAMEL RUGS

Those spare pieces of linoleum can be used to splendid advantage no matter what their vintage or pattern by a decorative color coat of S-W Floor Enamel or Enameloid. Embellish with a narrow border in Enameloid and an attractive decalcomania pattern. Protect with Mar-Not Varnish and use rugs in kitchen, bath or laundry.

THE ALL-WEATHER VARNISH FOR EXTERIOR USE SHERWIN-WILLIAMS REXPAR



Rexpar is a great varnish for outdoor use. On outside doors, porch ceilings, beams—wherever sun, wind, rain, snow, heat and sleet reach the surface, that's the place for Rexpar. Boat owners love it. Pale in color, Rexpar enhances the wood to which it is applied. Easy to apply, Rexpar is economical to use. A small can of Rexpar can prevent weathering of fine woods that you can't replace at any price today. Covers about 550 sq. ft. to the gallon—one coat.



PORCH CEILING



MARINE CRAFT



EXTERIOR WOODWORK

SEE BACK COVER FOR OUR PRICE

CONSERVES FUEL STOPS DRAFTS

Glaz-Kalk is an elastic caulking compound that seals and fills crevices and cracks in all types of houses. Stops draft and dampness. Saves wood frames from decay. One gallon fills about 144 feet of ordinary cracks.

Any one can apply Glaz-Kalk easily with an inexpensive caulking gun.



Examine window casings, door frames now—shut out all drafts by filling cracks with Glaz-Kalk.



SHERWIN-WILLIAMS

GLAZ-KALK

SEE BACK COVER FOR OUR PRICE

A STROKE OF A
DAMP CLOTH—
AND IT'S CLEAN!



**SHERWIN-
WILLIAMS**

Amazingly

**THE AMAZINGLY WASHABLE
COLORFUL FINISH FOR WALLS
CEILINGS, WOODWORK**

Lasting beauty comes to walls and woodwork when they're painted with Sherwin-Williams Semi-Lustre, the amazingly washable, durable, satin-like wall finish. Finger marks left by soiled hands, smudges, grease spots—even ink and mercurochrome stain wash right off its non-porous surface. All you need is soap and water to keep a "Semi-Lustred" surface spotlessly clean. In fact, Semi-Lustre washes "hospital clean", helps you to real sanitation where it's most important—in your kitchen, bathroom, nursery and laundry. Used on woodwork throughout your home, Semi-Lustre will cut hours from your house cleaning time.

You'll find Semi-Lustre not only the most practical of finishes but also one of the most beautiful. Its rich lustre halfway between a flat and a gloss—and its bright cheerful colors give any room a new loveliness and easy washing keeps beautiful

WE MADE THESE TESTS!

MERCUROCHROME TEST

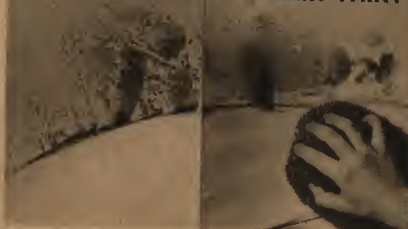
SEMI - LUSTRE ORDINARY PAINT



MERCUROCHROME TEST — Hospitals judge a finish by its ability to clean mercurochrome stains by washing with soap and water. Semi-Lustre passes this test with ease.

COOKING GREASE

SEMI - LUSTRE ORDINARY PAINT



COOKING GREASE — Semi - Lustre washed spotlessly clean. Ordinary paint was permanently discolored. Even hot grease does not readily penetrate Semi-Lustre's tight finish.

INK SPOT TEST

SEMI - LUSTRE ORDINARY PAINT



INK SPOT TEST — Note how perfectly washing removed the ink from Semi-Lustre while the ordinary paint was permanently discolored and could not be cleaned.

FINGER MARKS

SEMI - LUSTRE ORDINARY PAINT



FINGER MARKS — With many paints, greasy smudges and fingerprints soak in beyond the surface—cannot be completely removed. Semi-Lustre's "Skin-tight" surface locks out contamination.

ECONOMICAL!

SO ECONOMICAL TO USE
IS SEMI-LUSTRE YOU CAN'T
AFFORD NOT TO PAINT
YOUR KITCHEN WITH IT!

SEMI-LUSTRE

Washable Semi-Gloss Wall Paint



KITCHEN WALLS NEED SEMI-LUSTRE!

You'll love to work and live in your kitchen when its walls and ceiling are covered with beautiful easy-to-clean Sherwin-Williams Semi-Lustre!



BATHROOMS SPARKLE WITH SEMI-LUSTRE!

There's nothing like Semi-Lustre to bring out the most beautiful best in a bathroom. A damp cloth to remove splash marks is all you need to keep it attractive.

RADIATORS

10-20%

**MORE HEAT
CAPACITY FROM
RADIATORS PAINTED
WITH SEMI-LUSTRE**



Used on radiators, Semi-Lustre increases their heating power by as much as 20% as compared with metallic paints. Makes hard-to-heat rooms more comfortable. Semi-Lustre sheds dirt readily and is easily cleaned.

12 BEAUTIFUL COLORS

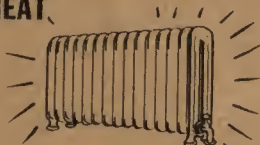
Semi-Lustre's beautiful, ready-mixed colors are just what you need to turn a dull, dreary room into a sunny, cheerful place to live and work. Be sure to see a Semi-Lustre color card.



One gallon of Semi-Lustre covers approximately 500 square feet of wall surface.

HOW TO PAINT YOUR BEDROOMS DINING ROOMS LIVING ROOMS

HOW TO PAINT RADIATORS THE RIGHT COLOR — GIVE MORE HEAT



Metallic paints reduce heat given off by one-fifth.

No need to remove the metallic finish — just paint over it. Light tints of Flat-Tone or Semi-Lustre increase heat radiation 20% over aluminum paint.

Before painting remove rust and dirt with a wire brush. Wash with S-W Prepare to remove grease and oil.

Paint radiators even if enclosed in radiator covers — light tints radiate more heat than bare metal, clean easier.

Don't paint hot radiators. Apply paint and let dry before turning on heat. Number of coats does not affect radiation noticeably — only the kind of paint used for finish coat.

DON'T LET COLOR SCARE YOU — IT'S SIMPLE



COOL COLORS are white, blue, blue-green, green and blue-violet — excellent tones for walls of south rooms.

WARM COLORS are yellow, buff, tan, orange, rose, brown, terra cotta — preferred for wall tones in north rooms.

GRAYS can be neutral, warm, or cool, depending upon the amount of warm color they contain.

Use intense colors only as accent notes on small objects.

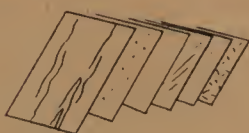
Light colors make a small room appear larger, also compensate for lack of window light. Dark colors make a room seem smaller.



PAINT OVER WALLPAPER

Kem-Tone goes right over wallpaper.

No muss, no fussing with paint thinners, sealers, primers, just mix with water. Wash off brushes and clean up woodwork with water. One coat covers — dries to replace furnishings and pictures in an hour. Washes beautifully with soap and water.



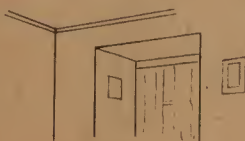
NEW SURFACES

Seal unpainted plaster and wallboard with S-W Wall Primer and Sealer.

Porous insulating wallboards require S-W Tri-Seal which fills and seals.

Open-grain woods require Paste Wood Filler to level the surface before varnishing.

Use S-W Flat-Rite Enamel Undercoater as foundation for beautiful enamel finishes. Apply two coats of Kem-Tone on new unpainted putty coat plaster.



PAINTING ALCOVES

Paint alcoves same as wall color to make a small room larger and less "cut up". When possible, style the room by color accenting a well placed alcove in a contrasting wall color to create a focal point of interest.



BEDROOM WALL COLORS

Let them be favorite colors in the soft, clean intimate pastels. Avoid exciting color contrasts because restfulness in color is refreshing after a tiring day of work. Blue is serene, green is cool, relaxing and spacious. Soft yellow is delightful and cheery. Rose is flattering.

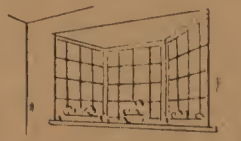


REPAINTING

Wash off all dirt and grease on woodwork and painted walls and rinse well before repainting. Wash off calamine with a sponge and hot water.

Where paint has scaled, smoothen rough edges with sandpaper. Also clean out and fill all cracks and broken plaster with spackle or patching plaster then prime with Wall Primer and Sealer or when painting with Kem-Tone touch up these spots with Kem-Tone.

On woodwork sandpaper the old finish to a smooth uniform dull surface to prevent chipping of the new finish.



DORMER WINDOWS

Paint them in a contrasting wall and sash color or wall paper the alcove when feasible. Where same wall colors are used, frame the opening with a Kem-Tone Trim, continued around the walls as a chair rail stripe.



LOW CEILING ROOMS

White, Ivory or Cream ceilings with darker side walls tend to make a room appear higher. Painting walls and ceiling the same light shade lends an air of spaciousness. Also, extend the wall color about a foot onto a very light ceiling and it will make the room seem higher.



PAINTING CLOSETS

Paint inside of closets to match a bright accent color chosen from room furnishings. This includes the inside of the door, as well. Use Enameloid to style the hangers, hat stand and shoe trees.



LIVING ROOM COLORS

Colors should be subdued and more neutral than in bedrooms to avoid becoming tiresome.

Trend towards deep colors, often with one wall different than the others for styling.

Ceilings usually light to diffuse illumination from indirect reading lamps. The color of draperies, upholstered pieces or important pictures often supply the color note for walls or suggest the contrasting tint to show them to best advantage.



HIGH CEILING ROOMS

Three ways to make the ceiling seem lower: Drop the ceiling color 18 inches onto side walls; divide the side wall with a dado in deeper tone; paint side walls a light neutral color and use a deep rich color on ceiling. Use Kem-Tone Trims to cover line where colors meet.



BEDROOM FURNITURE

Don't hesitate to combine enameled pieces with furniture of walnut, mahogany or other woods. Unrelated pieces can be made to match by finishing in same color scheme of Enameloid. Or, do the large pieces in one color and use contrasting colors on incidental pieces such as bookshelves, small chair, etc.



DINING ROOM COLORS

Use dining room walls to set off the table. If the table accessories are colorful, let draperies accent these colors and keep walls neutral in tone. Colorful walls will enhance conservative china and settings. The Paint & Color Style Guide is full of helpful ideas for all types of dining rooms.

HOW TO PAINT YOUR KITCHEN AND YOUR BATHROOM



FOR WALLS—SEMI-LUSTRE

Semi-Lustre softens light by toning down harsh reflections and glare of a gloss finish. It has a smooth non-porous surface that grease can't penetrate. It is ideal for kitchens because it satisfies your desire for strictly sanitary finish without hard work.



FOR TRIMS—SPARKLING GLOSS

Enameloid is "high class"—a finish for doors and cupboards you'll be proud of. Supplies both the soft pastel tints and brilliant colors for accenting spice jars, etc. S-W Interior Gloss is the enamel-like finish you need for stair halls, vegetable cupboards.



FOR COLOR CONTRAST

Paint walls of breakfast nook, tub recess and pantries in Semi-Lustre colors to contrast with main room. Use Interior Gloss, if you prefer, but patches and imperfections are less noticeable in Semi-Lustre than in full gloss.



PAINT INSIDE CUPBOARDS

Don't miss this opportunity to add style to even the simplest kitchen. Use a color of

Enameloid to contrast with Semi-Lustre walls. It's no trick at all—use same color on inside of doors, shelves and back wall. Put a necktie color on edges of shelves for sparkle. Enameloid dries hard—resists marring. Spilled foods wash off readily.

WHY LIGHT COLORS ARE IMPORTANT IN KITCHENS

HOW MUCH LIGHT EACH COLOR REFLECTS

White	85%
Ivory	82%
Cream	77%
Caen Stone	76%
Cream Gray	66%
Sky Blue	65%
Buff	63%
Pale Green	59%
Silver Gray	46%
Olive Tan	43%
Forest Green	22%
Cocanut Brown	16%
Black	2%

Light-colored, washable walls, ceiling and woodwork are essential in the kitchen, work center of every house.

Colored kitchens are the current style.

Use bright accent colors but keep wall surfaces light.

Cool colors are grand in sunny kitchens—make you feel cooler when the oven is 435°!



STAINS ON WALLS

Cooking vapors deposit a film on kitchen walls even though you may not notice it. Don't paint over a dirty, greasy wall. Wash well using the water hot and rinse with clear water before re-painting. This is most essential because the new finish dries harder, without streaking and is more easily washable.



USE A DADO

A dado in the bathroom adds charm. Usually it is deeper toned than the upper wall and ceiling but also may be same as baseboard in Enameloid with Semi-Lustre on upper wall. When walls and floor are light tile, use a deep

Enameloid color on upper wall and ceiling with stars, decalcomanias or other applied design.



REPAIR SETTLING CRACKS

Clean out with a knife and fill with Spacflting Compound pressing firmly into opening with a putty knife. Corners, chimneys and arch ways are bad offenders. When dry, seal with Wall Primer and Sealer before painting.



DECALCOMANIAS

Add gayety, use decalcomanias freely in kitchen and bathroom. Fruit and vegetable designs are particularly appropriate in kitchen, fish and seashells in bathroom. And don't forget wastebasket and clothes hamper. A can, a box, some Enameloid and a pattern makes a gift box!



KITCHENS SHOULD BE GAY

Choose clean-looking colors and add strong color accents in breakfast nook, cabinets, chairs and tables. Use decalcomanias on cabinet doors, walls, table and chairs, canisters. Paint interiors of cupboards, shelves a bright color.



BATHROOM EVEN GAYER

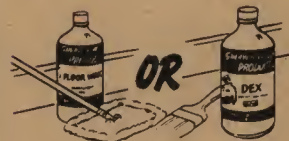
Begin by selecting colorful curtains and shower curtain. Select an appropriate color from the pattern and use this in Enameloid for door and window casing. Window sash may be another accent color. Main walls may be pastel to permit a contrasting color for ceiling and tub in Semi-Lustre.



WASHABLE—OF COURSE

Steam condensation on walls

and window demand a thorough-going Enameloid finish for woodwork and Semi-Lustre for walls. Kem-Tone, fine as it is, is a flat finish and yields preference to Semi-Lustre on Bath and Kitchen.



HOW TO REFINISH LINOLEUM

As a rule, new linoleum comes "factory waxed." Repeated cleaning, however, removes the wax, making the surface absorbent to dust and dirt. If the pattern is bright and fresh, merely needs a protective surface coating, use either wax or varnish.



WAX FINISH

Wash the surface with Flax-oap and warm water. Rinse with clear warm water and dry the surface. Apply Sherwin-Williams Prepared Wax (soft paste) or Flo-Wax (liquid, "self-polishing"). Wax preserves the life of new linoleum, makes cleaning easy.



VARNISH FINISH

Remove all wax and grease by cleaning the surface thoroughly with Preparite. First coat of Sherwin-Williams Dex Linoleum Varnish is reduced with one pint of Exolvent or turpentine per gallon; second coat, applied the following day, "as is."



TO ENAMEL LINOLEUM

Linoleum that has a worn-out, dulled pattern but is otherwise in good condition, can be given a durable finish with Floor Enamel. Follow directions above for varnish finish, substituting enamel for varnish. Allow overnight drying between coats.

NEW ROOMS FOR OLD AT \$2.98 EACH WITH **Kem-Tone**

TRADE MARK Reg. U.S. Pat. Off.

MIRACLE WALL FINISH



BEFORE

"ONE GALLON (\$2.98) DOES AN AVERAGE ROOM"

AFTER



Just mix KEM-TONE with water and including wallpaper, with solvent thinners.

KEM-TONE covers most wall surfaces, right after applying wallpaper, with just one coat!

Use your rooms right after applying KEM-TONE. No objectionable paint odor!

Yes, for the amazingly low cost of only \$2.98 you can beautifully redecorate the walls and ceilings of *any* average-sized room! And do it with a new ease and speed that's the talk of the decorating world!

Just one gallon of this new miracle wall finish—Kem-Tone—does the trick! It makes no difference whether your walls are painted or unpainted, covered with wallpaper, wall-board, building tile or brick. Kem-Tone covers most normal interior surfaces with just *one* quick, easy coat!

Imagine the convenience of Kem-Tone! No thinning with solvents or turpentine. No mussy application. No long wait for

Kem-Tone COVERS:
MOST WALLPAPERS

COVERS MOST INSIDE WALL

Kem-Tone SURFACES WITH JUST ONE COAT!

**PAINTED WALLS & CEILINGS,
PLYWOOD WALLS & CEILINGS,
WALLBOARD, FIREPLACES,
BRICK INTERIORS
BASEMENT WALLS**

Think, too, what a help Kem-Tone's washability can be to your housecleaning. Though you mix it with water before you use it, Kem-Tone—because of its unique chemical formula—is readily washable!

HERE ARE THE FACTS ABOUT *Kem-Tone*

THE NEW

MIRACLE WALL FINISH

\$2.98 GAL.

CONCENTRATED PASTE FORM

98¢ QUART

1 gallon Kem-Tone paste makes 1½ gallons Kem-Tone Finish. Your ready-to-use cost—only \$1.98 per gallon! (Prices slightly higher in Rocky Mt. area)

Be sure to ask for *Genuine Kem-Tone* not made for U.S. Pat. Off.

NO Substitutes!

ACCEPT NO OTHERS! **PEACH TINT. BUFF. IVORY. CREAM. PEBBLE GRAY.**

COLORS INCLUDE: IVORY. CREAM. PEBBLE GRAY. MIDLAND GREEN. PALE AQUA. TOWN WHITE.

The modern

miracle wall finish

Kem-Tone

MIDLAND GREEN

DRIES IN 1 HOUR • IT'S WASHABLE

ONE COAT COVERS

Brush or Roll it on!

Apply Kem-Tone with a wide brush or with the Kem-Tone Roller-Koater which rolls Kem-Tone over your walls quickly, easily, smoothly!

Kem-Tone
ROLLER-KOATER 89¢

7. ONE GALLON DOES THE AVERAGE ROOM.

8. EASY TO REMOVE FROM HANDS and brushes. Just wash them with soap and water.



WASHES EASILY!

9. COMES IN NEWEST COLORS—decorator-styled for smartness.

1. ONE COAT COVERS WALLPAPER, painted walls, wallboard, basement walls.

2. APPLIES EASILY with a wide brush or with the new Kem-Tone Roller-Koater.



COVERS WALLPAPER!

3. DRIES IN ONE HOUR... room furnishings may be replaced immediately.

4. MIXES READILY WITH WATER ... no turpentine or solvent thinners needed.

5. WASHES EASILY. Fingermarks, dirt removed with ordinary wall cleaners.

6. NO OFFENSIVE PAINT ODOR.

NEW Kem-Tone TRIMS

Final touch of beauty for your Kem-Tone-finished walls! Gummed, ready-to-apply. Washable.

15¢
Per Roll

HOW TO PAINT UNPAINTED FURNITURE

TO PAINT

FOR A QUICK AND EASY FINISH apply two coats of Enameloid in the color selected. Thin the first coat slightly with S-W Exolvent.

FOR A NICER FINISH: Rub the wood smooth with No. 00 sandpaper. Dust well. First coat: S-W Flat-Rite Undercoater with a little raw linseed oil added.

Second coat: An equal part mixture of Flat-Rite and the Enameloid color selected. When dry rub lightly with No. 0000 sandpaper to remove "nibs" and dust specks.

Finish coat: Enameloid, as it comes in the can.

Remember: Use a clean brush. Wipe off all dust before applying any finishing material.

TO STAIN

When sandpapering, use No. 00 sandpaper, rubbing "with" the grain of the wood—never crosswise. Dust well and use S-W Woodcraft Stain in any one of six beautiful tones. Apply freely with a soft brush. Wiping lightly with a cloth, while wet, makes wood patterns more brilliant.

Maple, pine, gum, birch need no filler.

Oak, walnut, mahogany have open pores needing to be leveled with S-W Paste Wood

Filler for a full high-polish varnish finish. However, sometimes a "woody" or so-called mission finish is desired and then the filler is omitted and a dull finish is applied consisting of S-W Marvelac, sealer coat, and Mar-Not Satin Finish.

Only the mahogany shades of Woodcraft Stain call for sealing with S-W Marvelac or Shellac before varnishing.

Always read the label directions before using any finish.

TO VARNISH

Do not sandpaper the stain unless it is sealed with S-W Marvelac or shellac, then use No. 0000—and lightly. Dust off carefully.

GLOSS FINISH

Thin the first coat of Mar-Not Varnish slightly with S-W Exolvent or turpentine. When dry, rub only enough to knock off any "nibs" or dust specks.

When dry apply the second coat of Mar-Not Varnish without thinning it.

Here's how to save work and get better results at the same time.

Use a good clean brush. Wash it in soap and water if necessary.

Don't use your varnish brush as a duster.

Before varnishing test the

surface for dust particles, lint, etc., with the dry palm of the hand. Don't do anything to raise the dust in the room before—during—or after varnishing.

DULL FINISH

For a dull finish use Mar-Not Satin finish instead of the Mar-Not Gloss varnish for last coat.

For a "mission" finish apply Mar-Not Satin finish directly over the Stain and Marvelac. Our store can supply or rent you a good brush.

WAX FINISH

Apply a coat or two of S-W Prepared Wax over the stain and Marvelac coat and polish with a soft cloth. Both the gloss and dull varnish finishes, likewise, can be waxed if desired.



HOW TO PAINT A CHAIR

Sandpaper the old finish uniformly dull and smooth. Dust carefully. Place upside down on a table—paint legs and rungs. Turn upright—paint spindles—do edges and seat last.

Paint all round parts, 'round and 'round, finishing lengthwise to avoid skips. Cross brush seat three ways to get a long-wearing full finish. Use the brush scant-full to prevent runs and sags.



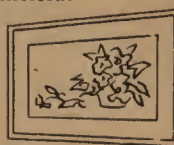
MIRRORS

Frames can be done in Enameloid or in stain and varnish. Mirrors fastened flat to wall can be framed by a border of Enameloid painted on the wall. Paint spattered on glass comes off readily with turpentine and a cloth—or a razor blade if dried hard.



CHESTS

Take out drawers, remove handles and place upright on papers to paint. If they bind on edges or sides, sandpaper smooth and wax both drawer and guide strips. Polish metal drawer pulls with S-W Bras-Brite or paint with Enameloid. Inside of drawers can be painted an accenting color of Enameloid.

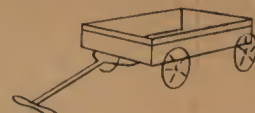


PICTURE FRAMES

The "pickle pink" finish is produced over bare unfinished wood. Apply a coat of thinned flat white paint (after sandpapering with No. 0000) and wipe off most of the paint. Let dry, sandpaper lightly and apply S-W Prepared Wax.

TOYS

Enameloid restores toys of all sorts, of wood, metal, composition, leatherette. Wipe clean with a damp cloth or with Preparite be-



fore painting. Sandpaper any rusted spots. Children love their toys all over again when made new with Enameloid. Use different colors to identify each child's toy. Children are not careless with toys newly painted with Enameloid.



VALANCE

Make a valance of wall board—finish it with Wall Primer and Sealer and Enameloid—or with Kem-Tone, as preferred.



TOOLS

Paint handles of tools and garden utensils with Enameloid. Wash dirt off metal parts, dry and wipe with an oily rag (lubricating oil).



WASTE BASKETS

One coat of Enameloid restores them to respectability—metal, wood or cardboard—in the proper accent color for each room. For decoration apply a decal pattern or a Kem-Tone Trim, repeating the Trim on a lampshade for a smart ensemble.



METAL TABLE AND CHAIRS

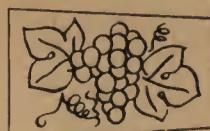
Clean the bright tubing with S-W Bras-Brite. If badly rusted, sandpaper clean and finish with Enameloid. It may chip somewhat with wear, over this slick surface, but at least will be better than the rust.

Rub the painted parts dull with No. 00 sandpaper. Wipe with Preparite and Enameloid will do the rest.



A DULL RUB

Let the gloss varnish finish dry hard for about 3 days. Make a pad of soft cloth. Wet this with rubbing oil and dip into a saucer of powdered pumice. Rub lengthwise of the grain until dull. Usually about eight or ten strokes are enough. Wipe clean.



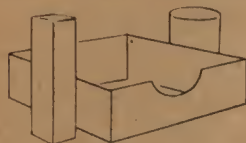
DECALCOMANIAS

Good designs are obtainable to tie-in with drapery color schemes. Easy directions come with patterns. Ask to see patterns both for varnished and enameled furniture. When dry, brush a coat of thinned Mar-Not Varnish over decal for protection.



VENETIAN BLINDS

Clean wood and metal slats with mild soapsuds, rinse and dry. Wipe *non-washable* parts clean with Preparate. Repaint with Enameloid—one coat is sufficient.



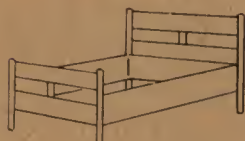
KNICK-KNACKS

Select accent colors from your draperies or other furnishings and Enameloid book racks, tobacco jars, book ends, stepladders, outside of flower pots, etc., in their colors. It's fun—but it's thrifty, too!



CLOSETS AND HANGERS

Enameloid colors help identify each member's hangers, shoe trees, hat stands. On closet walls this smooth, finish insures daintiness and makes housekeeping fun.



BEDS

Wash beds with sudsy water, dry and sandpaper to a uniform dull surface. That's the professional way. Dust carefully before painting and see how much smoother your finish will be than Sally Slipshod's paint job. S-W Enameloid is made-to-order for bedroom furniture.



BANNISTERS

Light Enameloid tints on spindles and a dark stained hand rail is both a handsome and practical combination. Where there are little hands to mark up the wall paint, Semi-Lustre, railing-high, makes for easier clean-up before company comes!



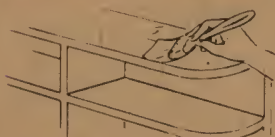
KNOTTY PINE

Ask our store salesman to show you the many delightful soft stained effects for Knotty Pine. Finish with a sealing coat of Marvelac and a dull finish with Mar-Not Satin Finish.



ON THE PORCH

Porch furniture, partly protected from weather, finishes beautifully with Enameloid, whether wood, metal or wicker. Don't forget to scrub clean and sandpaper well. Where there's heavy soot, use a scrub brush and cleaning naphtha.



ONE COAT COVERS

Dulling the shiny old finish with No. 00 sandpaper not only smoothens the surface but gives it a "tooth" to "hang the new finish on". It avoids that cloudy unsubstantial look that follows painting over a slick shiny surface. It prevents chipping later on, too.



SANDPAPER

Use No. 00 sandpaper for rubbing smooth the unfinished wood. When rubbing dull old glossy finishes, use No. 0000 sandpaper—don't scratch. Rub new undercoaters lightly with No. 0000 sandpaper.



THE VERANDA OR PORCH

Keep the floor freshly painted every season, if need be. Watch for open joints in the

railing and posts. Painted porches clean easier—save on children's clothes.



CHIPPED SURFACES

Usually much time and effort is saved by removing the damaged old finish with Taxite. Wipe clean with Preparate and refinish with a nice solid new finish. Otherwise sandpaper smooth and level with No. 00 paper before refinishing.



STENCILS

Use small single patterns like this on chair backs, cabinets, cloth and leatherette cushions, toys, etc. Apply in bright colors of Enameloid.



PORCH PILLARS

Columns, spindles and railings are composed of many pieces, glued and nailed together. Careful, regular painting is required to keep these hundreds of joints well protected from penetration by moisture. They tend to dry and open up under hot sun. Take care of these danger points and the porch stays beautiful.



PORCH CEILINGS

Paint porch ceilings white or a light tint to make adjoining rooms lighter without using lights on a dark day.

HOW TO REPAINT FURNITURE

PAINT AND VARNISH REMOVER

S-W Taxite softens old finishes so they come off easily. Clean mouldings, chair rungs, etc. with a vegetable brush dipped into Taxite. Brush on Taxite generously, let stand a few minutes to soften. Very heavy old coatings may require wetting several times with Taxite. Wait until completely soft. Use a dull putty knife. It's easy to remove paint the Taxite way. Wash surface clean with Preparate before refinishing. Taxite cleans the old brush, too. Then wash in turpentine, hot soapsuds, smoothen the bristle and put away to dry.

THE NEW FINISH ENAMEL

Apply an equal mixture of S-W Flat-Rite Enamel Undercoater and Enameloid in color selected.

Rub lightly with No. 0000 sandpaper to dispose of "nibs" and dust specks.

Finish with Enameloid as it comes in the can.

VARNISH

When cleaned with Taxite, a freshening-up coat of Woodcraft Stain may be needed. Oak, walnut and mahogany may need re-filling with Paste Wood Filler.

CLEAN-UP, RUB-DOWN

A strong solution of a good cleaning compound and water will remove all grease, dirt and some of the shine of the old finish. Dry and rub uniformly dull with No. 00 sandpaper.

When badly scratched or chipped, save yourself work by removing the old finish with Taxite. See page 30. (Particularly necessary on varnished pieces).

Before finishing wipe with Preparate or turpentine to eliminate any and all wax. Wax prevents proper drying and adhesion of new finishes.

The first coat of Mar-Not Varnish should be thinned slightly with Exolvent or turpentine. Dull uniformly with No. 0000 sandpaper. Dust carefully.

For a *gloss finish* apply a second coat of Mar-Not without thinning.

For a *dull finish* substitute a coat of Mar-Not Satin Finish.

A COLOR VARNISH COAT

S-W Flo-lac will darken light oak to match walnut or mahogany pieces.

BE THRIFTY THE SMART WAY



WITH ENAMELOID

Easy to Use, DECORATIVE ENAMEL!

LOOK WHAT YOU CAN DO—WITH
JUST A FEW CENTS WORTH OF
**SHERWIN-WILLIAMS
ENAMELOID**



You'll think of any number of things around the house that need perking up with paint. And these days you want to protect many things you can't replace.

Leave it to Enameloid to do *both* jobs—and do them with speed and dispatch. Because this easy-to-use, one-coat enamel is both colorful and tough, it will dress up tables, chairs, woodwork and walls, odds and ends of furniture and accessories in a bright and protective coat of color.

EASY TO USE

Anyone can apply Enameloid. Except in unusual cases and on unfinished wood, one coat does the trick . . . produces handsome service-

able finish, free from brushmarks.

Convenient to use, Enameloid dries dust free in a few hours.

RESISTS DIRT . . . STAINS

The lustrously smooth, tough surface of Enameloid prevents dirt penetrations, resists stains, is resistant to beverages.

WASHES EASILY

Plain soap and water will clean an Enameloid-finished article and leave its surface sparkling and bright.

SEE BACK COVER FOR OUR PRICE

THE THRIFTY EASY-TO-USE
ENAMEL OF A THOUSAND
USES IN THE HOME!

Enameloid washes easily with mild soap suds . . . may be washed repeatedly without harm.

RESISTS ABUSE

An Enameloid-finished surface can "take it" and like it. That's another reason why Enameloid is the favorite finish for use wherever hard treatment of furniture, cabinets, walls and woodwork is the rule.

Since cold and hot—even boiling water do not harm Enameloid, it's a perfect finish, too, for use in kitchen and bath or breakfast room.

14

**SPARKLING
COLORS**



OLD
IVORY
TAUPE
PASTEL
BLUE
CREAM
FLAME
RED
PEACH
MEDIUM
BROWN

PEARL
GRAY
ORANGE
SUNNY
YELLOW
JADE
MILAN
GREEN
BLUE
KILLARNEY
GREEN

WASHES EASILY!



RESISTS BEVERAGES, FRUIT ACIDS!



HELPFUL IDEAS TO LIGHTEN THE TASK



CLEANS AND SHINES

S-W Polish-Oil is the quick and easy answer to the problem of keeping furniture looking its best. It restores the lustre to varnished wood surfaces, cleaning as it polishes. It removes that hazy film and is safe to use on your choicest pieces.



WAX LESSENS CLEANING

S-W Prepared Wax is a splendid protective coating to use on wood or metal slats of venetian blinds after cleaning. A thin film wiped over lampshades or leather book bindings, polished leather pocket books, etc. preserves, enriches and protects—makes dusting easier.



WAX WOODWORK

A glowing, soft-lustre finish is produced by wiping woodwork with S-W Liquid Wax or S-W Prepared Wax (soft paste). Makes it easier to dust and resists abrasion. Re-wax at housecleaning time for lasting beauty.



CANDLESTICKS, METALS

Clean brass, brass trimmed andirons and candlesticks with S-W Bras-brite. Clean

pewter with silver polish. Then wipe lightly with S-W Prepared Wax to protect from tarnishing readily. Polish with a soft cloth. Not recommended, however, for coffee urns and other food receptacles.



PAINT SPATTERS

Remove them from windows and mirrors with a razor blade. Kem-Tone spots wash off easily (the same day) with warm soapsuds. Fresh paint spattered on varnish or enamel woodwork wipes off easily with S-W Exolvent. Turpentine tends to dull the gloss.



FURNITURE CLEANING

Remove dirt and grease or wax by washing finished parts with a mild cleaning solution and water. Rinse well, dry and restore the fine appearance with S-W Polish-Oil. For finest wax finish apply a thin coat of S-W Prepared Wax and polish with a soft cloth.



CLEANING PAINTED WALLS

Wash Kem-Tone and painted walls with any good approved soapless cleaner following the manufacturers directions for proper dilutions.

Wash Flat-Tone, Semi-Luster, Kem-Tone and Interior Gloss using a large sponge. Wet an area, let soak a minute, wipe off, rinse and dry. Start at the floor and work upwards. Water running down does not streak newly washed surface (still damp) as it would when running down over a dry, dirty wall as would be the case in starting from the ceiling.

Allow Kem-Tone to "cure" on the wall for two weeks before washing it.

Flat-Tone and other oil finishes may be washed in a week or less, if necessary.



WASHING ENAMELOID

Usually a damp cloth and warm water is all you need in cleaning up after a meal. Its hard smooth surface offers no "grip" for grease and dirt and a mild cleaning solution and water is almost magical in its ease of making Enameloid truly "hospital clean."



WINDOW SHADES

A light frequent dusting of window shades prevents dirt accumulating. Remove small spots, fingermarks with an art gum eraser. Unless guaranteed washable do not wet window shades. Use mild cleaning solution and water. First dampen the cloth. Wipe both sides quickly and hang unrolled until dry.



SMOKE STAINS ON BRICK

Wet the surface with clear water. Then mix strong cleaning solution. Apply to the bricks, let soak and brush vigorously with a scrub brush. Rinse well.



STAINS FROM BRASS FIXTURES

Use S-W Bras-brite to remove corrosion from fixtures, clean and wipe with S-W Prepared Wax. Remove these stains from the porcelain with mixture of vinegar and salt. Rinse well and dry.



DRAIN BOARDS

Darkened wood drainboards can be bleached with oxalic acid dissolved in boiling wa-

ter. Apply to the wood and let stand overnight. Rinse well. Better still, cover with heavy inlaid linoleum with metal edges, etc. furnished for the purpose.



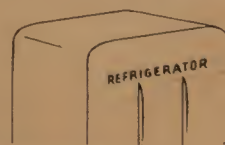
COPPER STAINS

Copper screens and hardware, gutters, etc. corrode with weather and cause streaks to run down over the house paint. Cleaning powders may remove stains if not bad. To prevent further staining, varnish screens and hardware with S-W Rexpar varnish thinned slightly with Exolvent. Prime copper and bronze with SWP Undercoat or if painting or enameling.



SPLINT CHAIR SEATS

Wash cane, rush, splint chair seats with a cleaning solution and water (not soap). Prevent further discoloration: apply one or two coats of Mar-Not Varnish thinned 25% with Exolvent or turpentine.



REFRIGERATORS

After washing the refrigerator and enameled range with a cleaning solution and water, dry well and wipe over with Polish-Oil to keep it shining and sparkling. Polish until dry. S-W Prepared Wax will help protect laundry equipment from moisture and soap.



DUSTING WALLS

Remove spider webs and dust with a feather duster. Never use a dust mop—it causes streaks that are hard to wash off. Place furniture so that it does not rub against walls. Put celluloid hand shields over wall switch plates.

BEST INSURANCE for Brick and Stucco Houses

MAKES HOMES EASIER TO HEAT
REDUCES CRUMBLING AND CRACKING
KEEPS OUT DAMPNESS
GIVES NEW BEAUTY TO OLD HOUSES

SHERWIN-WILLIAMS

BRICK & STUCCO PAINT

This high quality oil paint serves a double purpose. In addition to styling brick and stucco in a beautiful satin finish it seals the surface so that rain cannot penetrate to discolor the finish or make the house damp. Thus it protects against cracking, crumbling and surface streaking. Covers about 150 square feet per gallon depending upon surface porosity.



Submerged for only one hour, this unpainted brick absorbed over 10% of its own weight in water. Think how damp such a house would be!



Submerged for one hour, this brick painted with S-W Brick and Stucco paint absorbed less than 1/2 of 1% of water, your assurance of a dry home.

SEE BACK COVER FOR OUR PRICE

Give Shingled Roofs and Siding Color and Protection!



PENETRATES SHINGLES
PREVENTS WARPING
RESISTS DECAY
DOES NOT HIDE THE NATURAL BEAUTY
OF THE WOOD

SHERWIN-WILLIAMS

SHINGLE STAIN

(MADE WITH SWP HOUSE PAINT)

For wood shingles—both new and weathered, you can't buy better protection and lasting beauty in a shingle stain than in this stain made with world famous SWP House Paint. Simply thin SWP with linseed oil and S-W Exsolvent, as directed. It is as simple as that! Deep into the pores of the wood go these water-repellant, life-giving oils with the rich enduring colors of SWP. The texture and grain are not obliterated as with painting. One gallon thinned as directed covers approximately a hundred square feet—two coats.

SEE BACK COVER FOR OUR PRICE



SAVE YOUR FLOORS WITH SHERWIN-WILLIAMS FLO-WAX

Here's a quick, easy way to keep your floors lustrously polished! Just put a little Flo-Wax right on the floor and spread it evenly over the surface with an applicator, a cloth or a clean paint brush. There'll be no rubbing, no polishing—Flo-Wax does its own work, gives your floors a rich lustre that snaps up the beauty of the entire room.

Simplifies Cleaning

Within 15 to 20 minutes after application, Flo-Wax dries to a wear-resistant protective film . . . a smooth

film that is easy to keep clean. Just dry-mop occasionally. Use Flo-Wax on your linoleum and composition floors as well as on varnished wood floors. You'll put it on the economical, easy way to keep the floors of every room in your home looking their most beautiful best!



SEE BACK COVER FOR OUR PRICE

ADDS LIFE TO LINOLEUM SHERWIN-WILLIAMS DEX



Here's a transparent, water proof varnish especially made to beautify linoleum, protect it from wear. Whether your linoleum is new or old, Dex lets you add years to its useful life, make it easier to keep spotlessly free from stains.

Dex, too, adds life and sparkle to linoleum, helps keep designs and patterns, sharp, clean-cut. Since Dex, like linoleum, is flexible, it protects linoleum from wearing.

One quart of Dex is all you need to cover a linoleum floor 10'x14'. Easy to apply, quick-drying, Dex is convenient to use. Applied in the afternoon, Dex dries to walk on by the next morning. May be waxed if desired.

SEE BACK COVER FOR OUR PRICE

RESTORES FADED FLOORS AND FURNITURE SHERWIN-WILLIAMS FLO-LAC

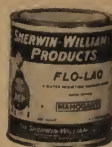


Flo-Lac gives new beauty to run-down floors



Flo-Lac reconditions surfaces subject to wear

Don't give up as "hopeless" old, faded furniture or run-down floors. Recondition them the quick and easy Flo-Lac way. Flo-Lac lets you do the job in half the time, because it stains and varnishes in one operation, restores lost color, adds a long-wearing gloss.



SEE BACK COVER FOR OUR PRICE

FINISHING FLOORS



TO REVARNISH a varnished floor when merely soiled, wash thoroughly, rinse and dry.

Wipe up floors with S-W Prepareite before finishing to remove wax which would prevent new finishes from drying.

Sandpaper rough and bare spots, wipe up all dust.

Apply two coats of Mar-Not Varnish. Thin the first coat with one pint of S-W Exolvent or turpentine to the gallon.

For an imitation grain and varnish finish: Cover the old floor with two coats of Flo-lac ground color, then one of Graining Preparation.

Apply one or more coats of Flo-lac varnish stain in desired color. When dry protect with a finish coat of Mar-Not Varnish (Gloss). For a dull rubbed effect, use a finish coat of Mar-Not Satin Finish.

Soft wood, also worn linoleum are splendid finished with Floor Enamel applied with a contrasting border or an all-over pattern of squares 12 to 18 inches wide.



BLEACH WORN SPOTS

Worn spots in doorways may not wash clean with soap and water. Bleach to a natural color with a solution of a tablespoonful of oxalic acid to a pint of hot water, allow to dry overnight on the surface, then rinse well, and let dry. Sandpaper smooth. Touch up bare spots with Mar-Not Varnish thinned with turpentine.



FLOOR COLORS

Dark floors make restful rooms and are flattering to rugs and furnishings. New hardwood floors may be enriched by staining the wood with Oil Stain before varnishing or by using a dark Paste Wood Filler. In Floor Enamel, Mahogany, Blue or Wal-

nut harmonize with rugs and furniture and go well with both varnished and enameled woodwork.



EXTRA PROTECTION WITH FLO-WAX

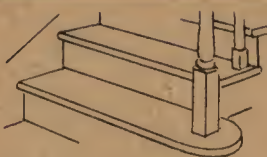
Let Flo-Wax take the wear instead of the floor finish. Spreads as easily as water and dries in a few minutes—no rubbing, no polishing. Use it over finished floors, only, not over bare wood. Housewives who know, save time, labor, floors, with Flo-Wax.



CELLAR STAIRS

Cellar Stairways usually are dark. Paint the steps a light color of Floor Enamel, and do the walls and ceiling in Semi-Lustre Ivory for light reflection. A white stripe painted on top and bottom steps is another safety measure.

PAINTING STAIRS



Stair treads are finished same color as the floor-risers, spindles and ends, same as woodwork trim.

In dark hallways white risers are a safety factor. Too much wax makes slippery steps. Even with white woodwork, stain and varnish the bannister dark, for reason both of style and finger-marks. On porch steps, paint treads in Porch and Deck Paint, risers in SWP, the house trim color.

Repair loose treads and spindles before painting.

Putty cracks after the priming coat but before the finish coat is applied.



DARK WOODWORK

Before enameling dark woodwork, the old varnish should be sandpapered thoroughly

dull to prevent new finish chipping. Preferably remove it with S-W Taxite, then finish same as new wood. Mahogany or "bleeding" stains should be "locked in" with shellac before new finish is applied.

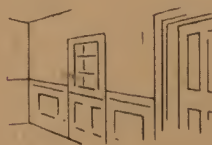
PAINTING WOODWORK



Enamel finish for new woodwork requires a first coat of Flat-Rite Undercoater, to which 1 pint of raw linseed oil is added per gallon of undercoater. Rub lightly with No. 4/0 sandpaper when dry. Fill nailholes with Pure Linseed Oil putty.

Second coat of equal parts of Undercoater and the enamel selected, is sandpapered when dry. Third coat: For gloss finish, Enameloid or Enamelastic; for dull finish, equal part mixture of Enameloid and Flat-Rite Undercoater.

Inexpensive utility finish for woodwork in recreation rooms, laundry service rooms, inside kitchen cupboards, etc., is achieved with Interior Gloss for high gloss finish. Semi-Lustre for satin finish. Apply two coats, but add Exolvent or turpentine to first coat—one pint per gallon of paint.



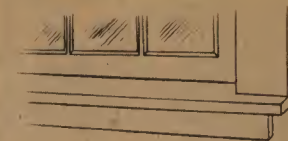
STAINING WOODWORK

S-W Woodcraft stains produce cleaner, richer tones than oil or pigment stains. Not tricky to apply on either soft or hardwoods.

Knotty pine is made softer and richer-toned by staining.

For a dull "woody" unvarnished effect on woodwork apply Woodcraft stain and a coat of S-W Marvelac sealer. Then finish with Mar-Not Satin Finish (dries dull).

A full varnish finish on open-grain woods, like oak, walnut, mahogany requires (1) Stain (2) Paste Wood Filler (3) Marvelac (4) Mar-Not Varnish. Previously finished surfaces can be stained and varnished in one operation with Flo-lac. Light finishes can be darkened to match dark oak, walnut or mahogany, very satisfactorily.



WINDOW SASH AND SILLS

Hot sun and moisture break down ordinary finishes on windows quickly.

Smoothen sash and sills with No. 00 sandpaper and apply two coats of S-W Rexpa Varnish right up to the glass to keep out moisture.

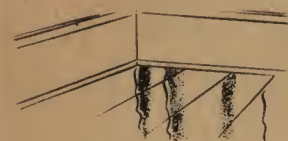
For enamel finish, remove old weathered finish, smoothen and seal the wood with SWP Undercoater. Finish with Enameloid.

Use a small soft brush so the protective coats can cover thoroughly right up to the glass. Keep moisture from penetrating exposed wood. The finish will last longer.



REMOVE WAX

Before applying any new finish wash the surface with soap and water—of course—and dry. But also wipe with S-W Prepareite or turpentine to remove floor wax, furniture polish or wax residue if paint and varnish remover has been used. Wax interferes with drying of the finish.



WHAT COLOR VARNISHED FLOORS

Decorators favor dark floors because they give better balance to the room. And when selecting carpeting people do instinctively choose deeper tones than a floor varnished natural color. Preferably, floors should be stained, filled with a dark filler, varnished and rubbed to a dull finish with steel wool or powdered pumice.

However, where the lightest possible floor is required, use Transparent Paste Wood Filler for oak floors, pure white shellac and S-W Prepared Wax polished with a buffing polisher.

For a natural, durable varnished finish use S-W Natural Paste Wood Filler (no sealer coat) and finish with Mar-Not Gloss Varnish. Rub to a dull finish if desired.



SPARKLING FLOOR COLORS THAT CAN TAKE IT!

It's easy to see why S-W Floor Enamel is so popular these home-living days! It's so easy to clean; it's really long wearing; a fine, rich gloss; comes in eight fine colors; and when you use S-W Floor Enamel it dries overnight.

There are many attractive border effects and square tile combinations you can use with the pleasing colors of Floor Enamel.

It doesn't matter whether you use S-W Floor Enamel on wood or linoleum, it's easy to apply, and easy to keep clean. And a little goes a long way. One quart covers a 10'x 12' floor—one coat.

SHERWIN-WILLIAMS

FLOOR ENAMEL



LINOLEUM (left)—Worn linoleum finished with S-W Floor Enamel is new again—in color, beauty and useful service.

WOOD FLOORS (right)—S-W Floor Enamel protects the wood, adds beauty, color and ease of cleaning.



SEE BACK COVER FOR OUR PRICE



CLEANS, QUICKLY, SAFELY, EASILY!

FLAXOAP

Flaxoap is a mild and efficient cleanser for varnished and enameled floors, woodwork and furniture. It leaves the surface clean and lustrous—truly the housewife's delight—a real house cleaning necessity.

Dissolve some Flaxoap in hot water and keep handy for a thousand convenient uses.

SHERWIN-WILLIAMS

FLAXOAP



Cleans AS IT POLISHES!

- Removes that hazy film
- Banishes smudges and fingerprints in a jiffy
- Restores lustre to varnished wood surfaces

Polish-Ol, the easy-to-use furniture polish that cleans as it polishes! Restores and preserves that new look that

defies time and the use received in busiest households. Use it on your choicest furniture and see how easy it is to keep the rooms always "ready for company." Where active, mischievous fingers are your problem, you can't afford to be without Polish-Ol.



SHERWIN-WILLIAMS

POLISH-OL

SEE BACK COVER FOR OUR PRICE

SEE BACK COVER FOR OUR PRICE

SUGGESTIONS YOU'LL FIND VALUABLE



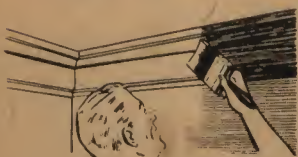
CARE OF SCREENS

Wash off dirt, grease and soot before storing away for the winter. If rusted, lay flat on newspapers and rub clean with turpentine then apply S-W Screen Enamel. Keep frames well covered with SWP or Screen Enamel, on edges as well as faces. One quart of screen enamel is enough for the average house.



BRICK AND STUCCO HOMES

S-W Brick and Stucco paint is an oil paint that seals and prevents penetration of rain. Lime washes and most water-mixed finishes furnish color and temporary decoration only. Rain washes them away. Cement type paints are durable and attractive when dry. But rain discolors them same as unpainted stucco and they do not waterproof the surface.



PAINTING MOULDINGS

In rooms with wide cornice mouldings dark stained effects or contrasting white enamel tend to make the room heavy and cut up. Try painting such cornices in a Kem-Tone color to match either the ceiling or side wall color. Painting the cornice same as the ceiling tends to make the room seem lower, while including it with the wall color adds height.



REMOVING OLD FINISH

Remove any waterpaint, dirt, soot, etc. with a stiff broom or fibre brush. Wash off grease with benzine. Apply a solution of 3 pounds zinc sulphate per gallon of water. Let dry for several days of bright weather. Brush off any dust and loose crystals before painting.



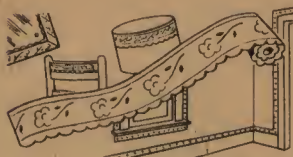
PAINTING BRICK AND STUCCO

A well-sealed surface is the secret to a lasting paint job. This first, sealer coat should be the selected color of Brick and Stucco Paint, mixed equal parts with S-W Brick and Stucco Mixing Sealer. About four days later apply the finishing coat of Brick and Stucco Paint in package consistency.



PAINTED FIREPLACES

Dark brick or unglazed tile fireplaces can be painted with Kem-Tone to match enameled woodwork. The texture and the dull finish of the brick are retained with a lightness and gaiety that is in keeping with sparkling modern interiors.



KEM-TONE TRIMS

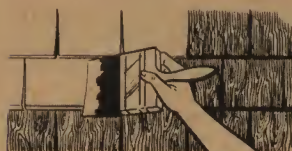
Here are a few of the many uses for Kem-Tone Trims which come ready-pasted and are of washable wall paper.

Use as a frame for mirrors or pictures mounted flat on the wall.

Mount on panel chair backs. Ornament for painted tables. Use on walls as a chair rail. Decorate hat boxes.

Mount side of window casing in place of draperies.

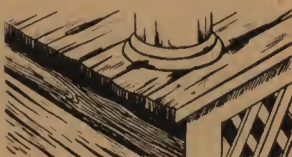
Trace around baseboard, doors and windows to relieve bare wall spaces.



PAINTING STAINED SHINGLES

Paint over weathered discolored shingles for a lighter effect. Creosote stained shingles may "bleed" through paint unless thoroughly weathered experiment with a small inconspicuous area, if in doubt.

The best shingle stain is made by thinning SWP House Paint with linseed oil, as directed. Shingles cannot be stained if previously painted, better to paint with SWP House Paint.



VENTILATED PORCHES

Provide openings under enclosed porches for free circulation of air, otherwise rotting of the floor from underneath will occur. When laying a new porch floor, paint edges and underside of flooring as well as the top surface.

Wood steps should be made of strips spaced apart for drainage and painted all sides before nailing.



LOW RENTAL IDEA

In many homes and buildings low rental and shortage of labor makes wallpapering or decorating impossible for the duration. Many are solving the problem by supplying Kem-Tone which the tenant can apply himself over the old wallpaper.



RENT A BRUSH

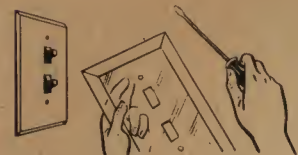
Good paint deserves a good brush to produce the fine finish for which it is made. Brush-

es are scarce. Probably you can't buy a good wall brush, varnish or enamel brush. For Kem-Tone we have the Roller-Koater, considered by many, even better than a wall brush. But when you need a good varnish or enamel brush let us supply you with a rental brush at a most economical figure. Remember a good brush is half the job.



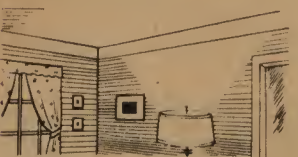
TWO ROOMS OUT OF ONE

A long living room with an alcove or a bay window offers a splendid opportunity for creating a charming little dinette simply by use of a contrasting wall color for that portion of the room. Even the simple expedient of extending the ceiling color over the end wall and woodwork may accomplish this purpose where a natural break or stopping place for the separate color is lacking on the side walls.



WALL HAND GUARDS

Protect your side walls around electric switches by installing transparent celluloid guards. Various sizes and styles are available and simply attached to the wall by the screws holding the switch plate. Kem-Tone is practical and washable—finger marks remove easily—but wall guards help even this operation.



NON-GLARE CEILINGS

It was an old decorative custom for years to "tint" ceilings every season with water paint because of its soft, non-glare texture. Modern lamps with indirect lighting fixtures require a soft white ceiling to diffuse light throughout the room. Kem-Tone not only supplies the non-glare finish desired but is completely washable, as well. Kem-Tone being entirely flat, makes imperfections, waviness and rough spots less noticeable.

FIRST AID TO SHABBY SURFACES

FLOORS

WOODWORK

FURNITURE

NO SCUFFS
and SCRATCHES
can MAR the
BEAUTY of
SHERWIN-WILLIAMS
MAR-NOT
VARNISH



Here's how Mar-Not Varnish is tested in S-W laboratories to determine its resistance to hot water for better service in your home.



Mar-Not isn't afraid of having its face washed—so easy to remove dirt and winter's grime with mild soap and water.

You can truly enjoy your varnished floors, woodwork and furniture after using Mar-Not Varnish. No need for "babying" the finish. It's unbelievably tough, this clear lustrous gloss finish that adds so much to the natural loveliness of the wood. And "how it protects!" "Indoor football" and children's scuffing should warn you that no ordinary finish will stand the gaff—only S-W Mar-Not Varnish will fill the bill. You'll find Mar-Not easy to apply, producing a handsome finish you will be proud of. If you like a light floor easy to clean—that doesn't water spot—you'll be delighted with Mar-Not Varnish.



SHERWIN-WILLIAMS
MAR-NOT
VARNISH

SEE BACK COVER FOR OUR PRICE



This happens in best of homes. But in Mar-Not homes—no damage is done, even though the surface may stay wet over night.



This hammer actually dents the wood. But Mar-Not clings tenaciously—indicating its ability to withstand hard use.

SOME PAINTING DON'TS

- Don't** paint on a hot surface—let hot radiators cool—on exterior surfaces in Summer follow the shade but in Spring and Fall follow the sun.
- Don't** paint over dew or frost—wait until sun dries the surface.
- Don't** paint in freezing weather or when frost is expected.
- Don't** leave painty or oily rags lying around. Submerge in a pail of water.
- Don't** dust with your paint or varnish brush. Use a dusting brush before finishing.
- Don't** use a bristle brush in lime or whitewash. Use a Tampico fiber brush.
- Don't** paint a house until all broken, leaking gutters, down spouts and valleys are repaired.
- Don't** neglect to putty all cracks, nailholes after the priming coat is applied.
- Don't** paint over blistered or peeling paint. Scrape the surface clean and prime. But first stop the source of the trouble—water.
- Don't** apply any finish over a greasy surface—clean off with Preparite or benzine.
- Don't** fail to read directions on the label of each kind of finish you use.
- Don't** leave paint uncovered overnight. Close can tightly. Cover Kem-Tone with a wet newspaper or heavy wet cloth.

- Don't** fail to stir paint thoroughly from the bottom of the can.
- Don't** jam the brush into corners—it buckles the bristle and spoils it for smooth work.
- Don't** spread house paint either too thick to dry thoroughly hard or too thin to provide a durable protective film.
- Don't** neglect to clean brushes after using. Brushes are vital materials.
 - Clean Shellac brushes in alcohol.
 - Clean lacquer brushes in lacquer thinner.
 - Clean paint and enamel brushes in Exolvent or turpentine.
- Take paint-hardened brushes to our store to reclaim.
- Don't** neglect to remove broken putty. Prime the wood, replace putty and paint it with SWP when hard.
- Don't** paint or varnish over a glossy surface. Rub dull with fine sandpaper.
- Don't** thin paint or clean brushes near a flame.
- Don't** stand a brush in water—clean it immediately after using or hang it in a closed brush keeper with turpentine and oil. Wash out Kem-Tone brushes immediately in soapsuds.
- Don't** use an interior finish for an exterior surface.

merely dried out, coat with S-W Ebonol coal tar roof paint. Ordinary holes and cracks fill securely with S-W Elastic Roof Cement troweled on. Then apply an all-over roof coating of S-W Liquid Roof Cement spread with a roofing brush. Cover with clean gravel to permit walking on the surface. Ebonol covers 100-200 square feet. Liquid Roof Cement 40-100 square feet per gallon depending upon the condition of the surface.



PAINT BASEMENT PIPES

Insulated hot air ducts or steam pipes can be cleaned up and made attractive by a coat of Kem-Tone in white or a tint to match the wall color. Bare metal pipes usually are painted with Enameloid in colors to identify cold and hot water or gas.



PAINTING DAMP PLASTER

Government specifications require new plaster to cure for 90 days before painting. "Green" or damp new plaster causes oil paints to peel. However, these new plaster walls can be painted safely with Kem-Tone just as soon as the new plaster has dried sufficiently "to scratch a match."



PAINT SPOTS IN CLOTHING

If possible remove them when wet using S-W Exolvent or S-W Preparite. If hardened, apply household ammonia or carbona. Wet spots of Kem-Tone usually can be sponged out with soap and water. When the paint hasn't gone through the fabric and is thoroughly dry, rub the cloth between the hands. Don't use stronger solutions as damage may result. Send to the dry cleaner.

RIGHT AND WRONG WAYS TO PRESERVE SHINGLE ROOFS

Wood shingles can be stained most satisfactorily with a stain made by thinning SWP House Paint with linseed oil and S-W Exolvent, as directed. Also they may be painted with SWP or with R & B Utility Paint. Do not use asphalt or coal tar roofing compound on wood shingles.

Asphalt Shingles cannot be refinished satisfactorily. Paints discolor badly and both paints and roof cements cause curling of the shingles.

Cement type shingles, used on sidewalls (not roofs) should be painted after a season's weathering because they are porous. Apply two coats of S-W Brick and Stucco Paint using Mixing Sealer in the first coat.

Composition Strip Roofing This is laid in strips with both edges cemented and nailed down. It may be renewed admirably and protected with S-W Ebonol and S-W Roof Cement.



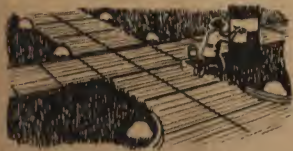
DADOES FOR HALLWAYS

Stairs and halls need a wainscoat or dado for lower wall painted with Semi-Lustre to resist rubbing and finger marks even where Kem-Tone is used on the upper wall. Select pleasing contrasting tones for attractive styling.



MILDEW

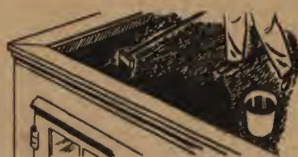
Mildew discolours house paint in certain parts of the country. Where the trouble is widespread your dealer can supply you with SWP House Paint specially made to resist mildew. Otherwise, add S-W Mildew Resistant Paste to regular SWP. First scrub the mildew spots with a solution of tri-sodium phosphate and water before repainting. Rinse well and let dry before painting. Paint only in warm dry weather when the paint will dry promptly.



BLACKOUT MARKING PAINT

Prevent possible accidents during future blackouts. Paint

white bands or stripes on objects about the yard, farm and buildings to guide you, such as: the curb and driveway, gateways, porch steps, tree trunks, doors, etc. These need not be marked with luminous material although that would be excellent. Ordinary white house paint has considerable visibility even where there is no light to reflect from lamps. A white strip on top and bottom steps of the porch and cellarway may save a painful fall. More accidents occurred during the blackouts in London than from bomb casualties.



GARAGE ROOFS

Flat garage roofs require regular inspection because they do not drain rapidly. Before coating, sweep clean of all gravel and dirt. If badly broken up, cover with composition roofing felt. If in fair condition,

BEAUTY WITH A TOUGH SHELL THAT IS **MADE TO LAST**

*YOU'LL FIND NOTHING EASIER TO
KEEP CLEAN. IT WASHES BEAUTIFULLY!*

For kitchen, bathroom, laundry—or wherever tough, easy-to-clean finish walls and woodwork are wanted, Interior Gloss stands head and shoulders over ordinary paints. It's a full-gloss finish that looks and acts like expensive enamel, forms a smooth surface that washes easily as tile and may be washed repeatedly without harm.

Easy to apply, Interior Gloss covers well with minimum of brush marks and dries with speed and convenience. One gallon covers approximately 500 square feet, one coat. Available in lovely pastel colors that give smartness and charm as well as practicability to any room.



SHERWIN- WILLIAMS **INTERIOR GLOSS**



SEE BACK COVER FOR OUR PRICE

OTHER PAINTS FOR OTHER NEEDS...

Dull Rubbed Effect MAR-NOT SATIN FINISH

Use on woodwork, furniture and floors as a finish coat to produce a dull rubbed effect without hand rubbing with pumice. Comes in 1/2 pts., pints, quarts, gallons.

Barns and Out Buildings S-W Commonwealth Barn Red and Gray

A handsome durable paint designed especially for farm use. Barn Red Primer is supplied for badly weathered buildings. Gallons only.

Wall Sealer S-W WALL PRIMER AND SEALER

A pigmented wall sealer for new plaster, wall board and "uniforming" old oil-type wall paints and casein finishes (not calso-mine). It dries with a "tooth" that takes and holds the new paint. Comes in quarts and gallons.

Universal Sealer S-W SPAR-TITE

A product of several uses: (a) Add to oil type wall paints if surface is not tight. (b) Add to exterior paint when necessary in adverse weather. (c) Add to flat oil paints to make an eggshell lustre. (d) Prevents corrosion of bronze screens and hardware. Comes in quarts and gallons.

Finest Enamel Undercoater Flat-Rite Enamel Undercoater

A strong hiding undercoater for smoothest possible enamel finish on woodwork and furniture. Comes in 1/2 pts., pints, quarts and gallons.

Cement Type Paint S-W BONDING CEMENT PAINT

Comes in dry powder to be mixed with water. Apply to stucco brick and porous masonry (not glaze tile, wood or paint.) Not affected by moisture. Brightens cellars. Comes in 5 lb. packages.

S-W PAINT AND VARNISH REMOVER

It softens old varnish, lacquer, enamel or paint finishes so they lift off easily with a putty knife. Does not discolor the wood. Clean surface with S-W Preparate or turpentine after using the remover. Comes in 1/2 pints, quarts and gallons.

Rich, True-Toned Wood Stains S-W WOODCRAFT STAINS

Penetrating oil stains for clear-toned, richer woodwork and furniture than is possible with ordinary pigment (oil) stains. For new unfinished wood, also for wood that has old finish removed.

Economical Kalsomine Finish S-W DECOTINT

A low-cost dry powder calso-mine finish in soft attractive colors. Removes readily with hot water when re-decorating. Comes in 5 lb. packages.

Galvanized Iron Primer S-W GALVITE

Use over galvanized iron to secure adhesion and prevent peeling of the paint. Provides a durable, lasting foundation for any desired finish coat. Comes in quarts and gallons.

Wax and Grease Remover S-W PREPARITE

A non-abrasive clear liquid for preparing floors, woodwork and furniture for refinishing. It removes floor wax, furniture polish and grease. Comes in pints, quarts and gallons.

Casein Type Wall Finish S-W CASENITE

A dry powder finish for walls and ceilings. Mix with water. An economical finish where the surface does not require much washing. Cleans well with wallpaper cleaner and permits a light sponging to remove fingermarks. Comes in 5 lb. packages.

Sherwin-Williams Reference Chart for Painting, Varnishing, Staining and Enameling

Each of the products specified below bears the Sherwin-Williams name and trade mark

	TO PAINT Use product named below	TO VARNISH Use product named below	TO STAIN Use product named below	TO ENAMEL Use product named below
BARNs, Silos, Outbuildings, etc.	SWP House Paint S-W Barn Paint R & B Utility Paint		S-W Shingle Stain	
BRICK, Stucco & Concrete Walls (EXTERIOR)	Brick & Stucco Paint SWP House Paint (gloss)			
FLOORS, Interior (wood)	Floor Enamel	Mar-Not Varnish or Floor Seal & Wax	Paste Wood Filler or Oil Stain or Flo-Lac	Floor Enamel
Cement, Interior	Floor Enamel			Floor Enamel
Porch Floors WOOD, CONCRETE & CANVAS DECKS	Porch & Deck Paint			
FURNITURE, Indoors	Enameloid	Mar-Not Varnish (gloss or dull)	Woodcraft Stain (for new wood) or Flo-Lac	Enameloid
Porch	Enameloid	Rexpar Varnish	Woodcraft Stain (for new wood)	Kem-Namel Gloss
HOUSES, Exterior	SWP House Paint	Rexpar Varnish (Doors)	S-W Shingle Stain	
Shutters & Trim	Trimbrite Colors or SWP House Paint	Rexpar Varnish		Trimbrite Colors
IMPLEMENTS, TRACTORS TRUCKS	Tractor & Implement Paint	Rexpar Varnish		
INTERIOR WALLS, Wood	Semi-Lustre or Interior Gloss	Mar-Not Satin Finish	Woodcraft Stain or Flo-Lac	Enamelastic or Interior Gloss
Brick, Bldg. Tile, Concrete	Brick & Stucco Paint Kem-Tone	DAMP WALLS — Basement, Tunnels Bonding Cement Paint		Interior Gloss
Plaster or Wallboard	Semi-Lustre Flat-tone • Kem-Tone			Interior Gloss
Wallpaper	Kem-Tone			
KITCHEN, BATH, ETC. WALLS & CEILING	Semi-Lustre			Interior Gloss Enameloid
LINOLEUM	Floor Enamel	Dex Varnish		Floor Enamel
RADIATORS	Flat-Tone Semi-Lustre			
ROOFS, GUTTERS, SPOUTS	TIN —Metalastic. GALVANIZED IRON —Galvite Primer—Finish Coat SWP or Metalastic. COMPOSITION —Ebonol—followed by Liquid Roof Cement or Elastic Roof Cement as required.			
SCREENS	Screen Enamel SWP for frames	(WOOD FRAMES & COPPER WIRE) Rexpar Varnish		Screen Enamel
WOODWORK & DOORS, Interior	Semi-Lustre Interior Gloss	Mar-Not Varnish (gloss or dull)	Woodcraft Stain Flo-Lac	Kem-Namel Enameloid
WOOD SHINGLES	SWP House Paint		S-W Shingle Stain or SWP (reduced)	

For removing Paint and Varnish use Taxite
—quick—easy—thorough—economical
—can be used by anyone on most surfaces.

THE SHERWIN-WILLIAMS COMPANY

For Cleaning Painted and Varnished Surfaces:
use Flaxoup. Made from linseed oil—con-
tains no free alkali—does not harm the lustre.

OUR ECONOMY PRICES

BRICK AND STUCCO PAINT

Waterproofs and beautifies brick, stucco and concrete walls.
(Page 23)

Qt. \$1.15
Gal. \$3.45

S-W INTERIOR GLOSS

Full gloss finish for walls and woodwork.
(Page 30)

Qt. \$1.25

S-W SCREEN ENAMEL

For both wire and frames of fly screens.
(Page 8)

Qt. 75¢

S-W DEX

Fine linoleum varnish, durable, washable, economical.
(Page 24)

Qt. \$1.30

KEM-TONE

Miracle washable flat wall finish mixed with water.
(Page 16 and 17)

Qt. 98¢
Gal. \$2.98

S-W SEMI-LUSTRE

Interior washable satin finish for walls and woodwork.
(Page 12 and 13)

Qt. \$1.25
Gal. \$3.85

S-W ENAMELOID

Durable, high gloss enamel for woodwork, furniture, toys, etc.
(Page 20 and 21)

Pt. 87¢
Qt. \$1.63

S-W MAR-NOT VARNISH

Tough, durable, full gloss varnish for floors, woodwork, furniture.
(Page 28)

Pt. 93¢
Qt. \$1.55

SWP HOUSE PAINT

World's leading house paint prepared ready for use.
(Page 4 and 5)

Qt. \$1.15
Gal. \$3.45

S-W FLAXOAP

Pure linseed oil soap for general household cleaning.
(Page 26)

5 lbs. \$1.25

S-W POLISH-OL

Cleans and polishes furniture and woodwork.
(Page 26)

6 oz. 35¢
16 oz. 59¢

SWP UNDERCOATER

The perfect foundation coat for SWP House Paint.
(Page 4)

Qt. \$1.15
Gal. \$3.45
less in 5 gal.

S-W FLO-LAC

Stains and varnishes in one operation—floors, woodwork, furniture.
(Page 24)

1/2 Pt. 55¢

S-W PORCH & DECK PAINT

Tough, durable, rich gloss finish for wood and cement porch floors.
(Page 8)

Qt. \$1.25
Gal. \$3.65

S-W FLO-WAX

Self-Polishing floor wax for finished surfaces.
(Page 24)

Pt. 53¢
Qt. 93¢

S-W FLOOR ENAMEL

Durable, enamel-like finish for wood and linoleum floors.
(Page 26)

Qt. \$1.30
Gal. \$3.80

S-W REXPAR VARNISH

For varnished surfaces exposed to weather and sun.
(Page 11)

Pt. \$1.00

GLAZ-KALK

For caulking cracks in wood and masonry walls.
(Page 11)

Qt. 83¢
Gal. \$2.50

Prices subject to change without notice.



SHERWIN-WILLIAMS PAINTS



Digitized by

The Association for Preservation Technology International

For the

Building Technology Heritage Library

<http://archive.org/details/buildingtechnologyheritagelibrary>